

The WNTC Story

by Wayne Minns

WNTC radio had its beginnings at Clarkson College in 1947. Since that time, WNTC has gained recognition for continually establishing and implementing new broadcasting ideas in the areas of programming and engineering. We were the first station in the east to have a current rock format--a format similar to that which we established at the beginning of this year.

In addition, WNTC was the first station in the country to broadcast over a public cable system. These changes and more bring us to the WNTC of today.

WNTC's studios are currently located in the basement of the Hamlin-Powers complex as a result of the recent merger with WTSC. WNTC broadcasts via direct coaxial cable link with the Potsdam New Channels cable system. The New Channels cable is accessible to students and other residents of communities around the Potsdam area. Anyone served by the cable system has the opportunity to listen to WNTC simply by connecting a cable tap to their tuner or receiver.

The sound quality of the station has been upgraded by establishing a transmission link which allows us to send a modulated signal directly from the studio to the cable company. Previous connections with the cable system involved audio transmissions by telephone lines which were not conducive to broadcast quality sound. Other improvements were made by performing extensive equipment repairs. Further improvements shall be made in the fall with the replacement of much of the existing equipment in the studio.

The recently established format of WNTC has been met with huge acceptance by the station personnel as well as by the listeners. WNTC is Potsdam's premiere rock station and is the only all rock station in the north country. Each week's playlist displays well the WNTC rock format of today. We hope this format plus our improving sound quality will continue to please the listeners in our community.

WNTC PLAYLIST

| Artist | Title |
|--------------------|---------------------------------------|
| Adam and the Ants | Los Rancheros |
| April Wine | Just Between You and me |
| The Babys | Postcard |
| Blues Brothers | Do You Love Me |
| Pat Benatar | Hell is for Children |
| The Clash | Hitsville U.K. |
| Eric Clapton | I Can't Stand It |
| Elvis Costello | Clubland |
| Burton Cummings | Fine State of Affairs |
| Doug and the Slugs | Too Bad |
| Face Dancer | Gotta Get Out |
| Firefall | Dreamers |
| FM | Up To You |
| The Fools | What I Tell Myself |
| 4 out of 5 Doctors | New Wave Girls |
| Nick Gilder | Catch 22 |
| Ian Gomm | Here It Comes (That Feeling) |
| Hotel | Now That She Loves You |
| Todd Hobin | My Girl |
| Highway | Another Night On The Road |
| Hawks | Lonely Nights |
| Journey | The Party's Over (Hopelessly in love) |
| The Jam | Going Underground |
| The Laughing Dogs | Not What I Used To Be |
| Loverboy | Turn Me Loose |
| Larsen/Feiten Band | Make It |
| John Lennon | Cleanup Time |
| Moon Martin | Signal For Help |
| Manfred Mann | Lies (Through The 80's) |
| Gerard McMahon | Taxi (Night Driver) |
| Nazareth | Every Young Man's Dream |
| New York Flyers | You've Got The Power |
| New England | Livin' In The Eighties |
| Outlaws | Wishing Wells |
| Phil Collins | I Missed Again |
| The Powder Blues | Hear That Guitar Ring |
| The Police | Don't Stand So Close To Me |
| Todd Rundgren | Time Heals |
| REO Speedwagon | In Your Letter |
| Sherbs | I Have The Skill |
| Small Talk | I Like The Fire |
| 707 | Rockin' Is Easy |
| Bruce Springsteen | Cadillac Ranch |
| Styx | Too Much Time On My Hands |
| Steely Dan | Time of Mine |
| Toto | Gift With A Golden Gun |
| .38 Special | Hold On Loosely |
| Vapors | News At Ten |
| Edgar Winter | Standing On Rock |